

OFFICE OF THE CITY MANAGER NO. LTC # 132-2013

LETTER TO COMMISSION

TO:

Mayor Matti Herrera Bower and Members of the City Commission

FROM:

Jimmy L. Morales, City Manager-

DATE:

April 18, 2013

SUBJECT: Recycling Education and Outreach Campaign Update

The purpose of this LTC is to update the Mayor and City Commission on the status of the City's recycling education and outreach campaign.

In June 2012, the City Commission adopted Ordinance No. 2012-3768 mandating that multi-family residences and commercial establishments implement a single-stream recycling program by July 1, 2013 with the intent of increasing the percentage of waste diverted from the landfill Citywide. The recycling ordinance requirements also include a one (1) year City-led education and community outreach effort, including a six (6) month warning period before issuing penalties.

Beginning in July 1, 2012, per the ordinance, the City began implementing a public education campaign through MB Magazine, Channel 77, and social media to inform the public of the new recycling requirements. The "I Recycle Because" campaign was developed to increase recycling awareness and establish a strong foundation for the Citywide Multi-Family and Commercial Residences Recycling Program. Attachment A includes the media plan for 2012 and 2013 and Attachment B provides a few examples of the campaign materials. The next wave of the media campaign will be launched later this month.

Staff has also conducted targeted outreach to the condominium and business community. In September and October 2012, the City distributed a letter through the franchisee waste haulers informing their customers of the new ordinance (Attachment C). Staff has also participated in Condominium Workshops, attended condominium association meetings, and met individually with properties to provide assistance.

Per the ordinance, from January 1, 2013 through June 30, 2013, the City shall issue warning tickets to properties found not to be in compliance with the new provisions of the City Code. As part of their contract, the franchisee waste haulers have identified properties that do not have a recycling program in place or have allowed the recycling program to lapse or expire with their company. According to the list provided by the companies in January and February, there are approximately 1,450 properties without a recycling program. The City will be issuing courtesy warnings to the properties on this list through their waste hauler customer bills.

The courtesy warning references the ordinance requirements, the penalties listed in Sections 90-345 and 90-346 of City Code, and the resources and support services offered by the City to assist residents and businesses with establishing a successful recycling program (Attachment D). Additionally, the courtesy warning asks the recipient to confirm the property's compliance with the

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recycling program requirements by returning an enclosed form or submitting the electronic verification form on the City's website.

At the June 6, 2012 Commission meeting, a motion was made requiring that the ordinance be brought back after the first year to discuss the enforcement components of the ordinance. This item will be brought back to Commission for discussion in June.

Should you have any questions or comments, please do not hesitate to contact me.

Attachments:

- A. Recycling Campaign Media Plan
- B. "I Recycle Because" Campaign Examples
- C. City of Miami Beach Recycling Ordinance Letter
- D. Mandatory Recycling Program Ordinance Courtesy Warning Letter

MT/JJE/RWS/ESW/MKW

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Recycling Campaign 2013

Vehicle	Includes	Launch Date		
		•		
	 The Miami Herald MB Neighbors Full page B & W (4)Thursdays 			
	• (4)Sundays			
The Miami Herald / El Nuevo Herald (1,500,000 people)	El Nuevo Herald • Equivalent to above	May through August 2013		
	Yahoo Behavioral Targeting — A 300x250 rectangle ad with a total of 400,000 impressions Geo-targeting Miami Beach			
New Times miaminewtimes.com (900,000 people)	 (4) ¼ page full color ads Event flyering to MB events Social Media Push (4) Promotional E-newsletters (4) SMS texts 	June/July 2013		
MB Magazine (155,000 people)	Editorial Coverage	Quarterly since Summer 2012		
Sun Post (60,000 people)	• (4) 1/4 page ads	June/July 2013		
Flyers & Distribution (30,000 people)	5,000DistributionPrinting	August 2012		
Posters on Lincoln, etc. (275,000 people)	250 PostersDistribution	June/July 2013		
CBS Outdoor (1,563,000 people)	 10 King size bus billboards Exterior N to S / N to S 	May 2013		
Atlantic Broadband (120,000 people)	900 TV spots	June/July 2013		

CBS Outdoor (1,563,000 people)	 40 local MB Buses Interior Ads \$5 per bus per week Advertising in bus 	Continuous from May 2013		
TAXI Tops Clear Channel (5,210 impressions per day)	10 Taxi tops1 month	August 2013		
"I Recycle Because" Coca-Cola Bags (10,000 Bags)	Coca-Cola contributed \$17,500	November 2012		
5 th and Alton Road Displays (5,210 impressions per day)	• 4' ft x 8 ft' glass display	July 2013		
Cinemedia (210,485 people)	 Regal Cinema Lincoln Rd. 18 Screens 3 Months 	May through August 2013		
P.O.P Displays	 Partner with Coke Partner with Publix Timing TBD 	TBD		
Parking Meter Receipt (500,000 people)	CMB Parking Meter Receipts	February 2013		

Attachment B



WHOLEFOODS RECYCLES. YOU SHOULD TOO.

Make your pledge to recycle; after all, it's easy and it's the law. www.miamibeachfl.gov/recycle | 305.673.7080







ALLOWED PERMITIDO

Paper Products

Productos de Papel Magazines, newspaper & mail. Revistas, periódico, y correo.

Cardboard Cartón

Packing Boxes, Cereal Boxes and Gift Boxes. *Flatten all boxes. - Cajas de empaque, de cereal y de regalo.

Aseptic Containers

Envases Asépticos

Milk and juice containers. Cartones de leche y jugo.

Glass Vidrio

Clear, brown and green. Transparente, café & verde.

Metal Metálicos

Food and beverage containers. Envases metálicos de comida/ bebida.

Plastic Plástico

Dairy tubs; plastic bottles.

Botellas de plástico y de productos lacteos.

Certain Glass Products

Ciertos Productos de Vidrio

Productos Pyrex, productos de cerámica,

Pyrex, ceramics, light bulbs,

plates & cups.

focos, platos y vasos.



Plastic Plástico

Plastic bags, plastic toys and furniture. Bolsas de plástico, jugetes de plástico y muebles.

Miscellaneous

Miscelaneos

Batteries, styrofoam, clothing, wax cardboard and electronics. Pilas. productos de poliestireno: ropa, cajas de cera y productos electrónicos:





City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl:gov

Public Works, Sanitation Division Tel: 305.673.7080, Fax: 305.673.7028

August 9, 2012

RE: City of Miami Beach Recycling Ordinance

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To Whom It May Concern:

In June 2012, the City Commission adopted a new ordinance that mandates that multi-family residences and commercial establishments implement a single-stream recycling program by July 1, 2013. During the next twelve months the City will be conducting extensive outreach and education to inform residents and businesses of these new requirements. Beginning January 2013, the City will begin issuing Notice of Violations to properties found not to be in compliance with the City of Miami Beach's Code.

Additional costs associated with adding recycling service can often be offset by reducing the size of your solid waste container and/or the frequency of solid waste service. Please contact your licensed waste hauler or a licensed recycling provider to set up a single-stream recycling program that meets the needs of your property.

The goal of this new ordinance is to increase the percentage of waste diverted from the landfill. The City is committed to improving the overall health of the environment and the community's sustainability. Through promoting green initiatives such as recycling, the City will continue to prosper as a world-class city to live, work and play.

If you have any questions regarding the City's recycling ordinance, please contact the City of Miami Beach Public Works Department at 305.673.7080.

Sincerely,

Al Zamora Director



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

April 3, 2013

RE:

City of Miami Beach Mandatory Recycling Program Ordinance Courtesy Warning

Dear Property Owner / Business Owner:

On June 6, 2012, the City Commission adopted Ordinance No. 2012-3768 mandating that all commercial establishments and multifamily residences with more than nine (9) units, implement a single-stream recycling collection program by July 1, 2013. Between January 1, 2013 and June 30, 2013, the City will be issuing warning tickets to properties found not to be in compliance with the new provisions in the Miami Beach City Code. Beginning July 1, 2013, the new Recycling Ordinance will be enforced and penalties may be imposed as provided in Sections 90-345 and 90-346 of the City Code:

First offense: \$350.00Second offense: \$500.00Third offense: \$1,000.00

Fourth or subsequent offense: \$5,000.00

<u>Please contact your licensed waste hauler or a licensed recycling provider to set up a single-stream recycling collection program that meets the needs of your property.</u> Additional costs associated with adding recycling service can often be offset by reducing the size of your solid waste container and/or the frequency of solid waste service.

Per the ordinance, the waste hauling contractors have identified properties that do not have a recycling program in place or have allowed the recycling program to lapse or expire with their company. According to the list provided by the haulers, your property may not have a single-stream recycling program in place, and as of July 1, 2013, fines defined in Sections 90-345 and/or 90-346 of the City Code may begin accruing. Thus, we are hereby advising you that you must take corrective action by or before July 1, 2013 and provide the City with the name of your recycling provider. To verify that you are in compliance with the City's Code, please return the attached form. You may also submit the form electronically at www.miamibeachfl.gov/recycle.

The City offers free support services and resources to help condominiums and businesses establish a successful and cost effective recycling program. For more information, please visit: www.miamibeachfl.gov/recycle.

Should you have any questions regarding this process, please contact Ms. Elizabeth Wheaton, Environmental Resources Manager at (305) 673-7080.

Sincerely

Robert Santos-Alborná Code Compliance Division Director Elizabeth Wheaton

Environmental Resources Manager

.C:

Jimmy L. Morales, City Manager
Jorge Gomez, Assistant City Manager
Jay Fink, Acting Public Works Director
Stephen Scott, Building Department Director
Hernan Cardeno, Esq., Code Compliance Commander



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

Mandatory Recycling Program Ordinance (No. 2012-3768)

Sec. 90-340 states that a recycling program and the separation of recyclable materials from the solid waste stream are *required* for multifamily residences of nine dwelling units or more.

Sec. 90-341 states that a recycling program and the separation of recyclable materials from the solid waste stream are *required* for commercial establishments.

Beginning July 1, 2013, the new Recycling Ordinance will be enforced and penalties may be imposed as provided in Sections 90-345 and 90-346 of the City Code:

First offense: \$350.00Second offense: \$500.00Third offense: \$1,000.00

Fourth or subsequent offense: \$5,000.00

To verify that you are in compliance with the City's Code, please return this form. You may also submit the form electronically at www.miamibeachfl.gov/recycle.

Waste Hauler:										
Recycling Service Provid	er:				٠.		i.			
Customer Number:	n			•		•			•	· .
Property Name:										
Address:						y				
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Zip Code:		,					· .·			•
Property Contact:				·				,		
Contact Phone Number:	- w			<u>·</u> ·· .						•
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Remember: You can save paper and money by submitting the form electronically at www.miamibeachfl.gov/recycle.